

below between-show promotions accounted for over \$14 million of the 1966 sales and \$4.5 million of the 1967 sales. (Such figures are not available for 1964 and 1965.)

TRADE CENTER COSTS AND ACCOMPLISHMENTS, FISCAL YEARS 1964-67

(Dollar amounts in thousands)

Fiscal year	Number of trade centers	Number of exhibitions	Commerce-appropriated costs	Confirmed sales at show and for 1 year after ¹	Ratio of total confirmed sales to appropriated costs
1964.....	5	30	\$1,796	\$30,532	17 to 1.
1965.....	6	41	1,826	33,951	19 to 1.
1966.....	6	43	2,044	58,702	29 to 1.
1967 ²	6	43	2,248	41,421	18 to 1.

¹ Confirmed sales are computed on the basis of sales reported by exhibitors in response to a followup survey made 1 year after close of exhibition.

² Partial projection.

America Weeks

The America Week program was launched in the spring of 1966. It is designed to promote the overseas sale of U.S. consumer goods. The Department provides assistance, primarily in the form of special exhibits, to foreign retailers staging promotions that feature these U.S. goods. Generally, a \$100,000 minimum initial purchase of U.S. goods is required of the foreign retailer as a condition of Commerce participation. Export sales properly attributable to America Week promotions may be considerably larger than stated below because this data covers only the initial purchases of goods. New product lines successfully introduced through an America Week promotion will generate subsequent sales, usually exceeding initial purchases.

AMERICA WEEK PROMOTIONS—COSTS AND ACCOMPLISHMENTS, FISCAL YEAR 1966-67

(Dollar amounts in thousands)

Fiscal year	Number of promotions	Commerce-appropriated costs	Initial purchases	Ratio of initial purchases to appropriated costs
1966.....	3	\$110	\$2,500	23 to 1.
1967.....	9	243	2,700	11 to 1.

Balance-of-Payments Ratios

Since only part of the Commerce costs of these programs is spent overseas, the cost/effectiveness ratio relative to direct impact on the balance of payments is much more favorable than the overall cost/effectiveness ratio.

The table below shows overseas Commerce expenditures, sales and a composite ratio derived on a balance-of-payments basis for 1966 and 1967. The 1967 ratio is preliminary since it is estimated on the basis of confirmed sales of 1966 program results.

BALANCE-OF-PAYMENTS RATIOS FOR MAJOR PROGRAMS, FISCAL YEARS 1966 AND 1967

	Fiscal year 1966 ¹		Fiscal year 1967 ²	
	Commerce overseas expenditures	Confirmed sales	Commerce overseas expenditures	Confirmed sales ³
Trade and industrial exhibitions.....	\$1,497,000	\$43,368,000	\$1,768,000	\$51,566,000
Trade centers.....	1,147,000	58,702,000	1,020,000	41,421,000
America weeks.....	9,000	2,500,000	7,000	2,700,000
Total.....	2,653,000	104,570,000	2,795,000	95,687,000

¹ Balance-of-payments ratio, 39 to 1.

² Balance-of-payments ratio, 34 to 1.

³ Preliminary, partially projected.